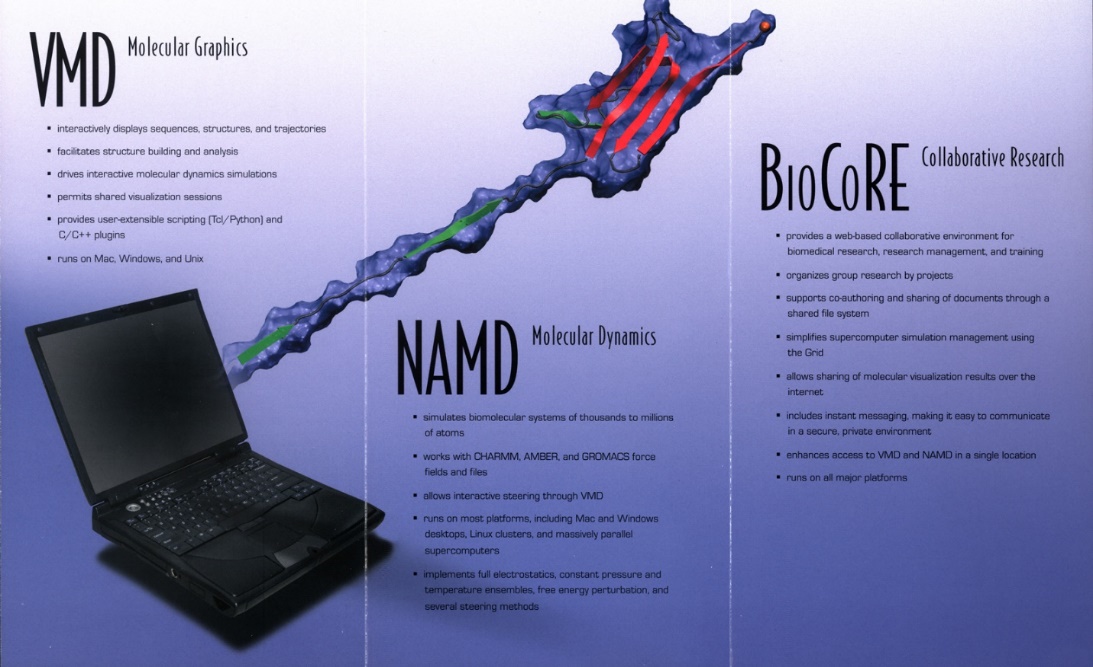
Brochure 1



**Contrast**: This brochure uses a blue background with black text, which allows the text to stand out without being too flashy.

**Repetition**: The brochure uses repetition by having the titles large with bullet points underneath. The only thing I do not like is how the title “BioCoRE” has some letters capitalized while others are not.

**Alignment**: Every heading is aligned towards the left of the panel, and the bullet points are aligned underneath.

**Proximity**: The brochure has all of the descriptive text underneath the headings.

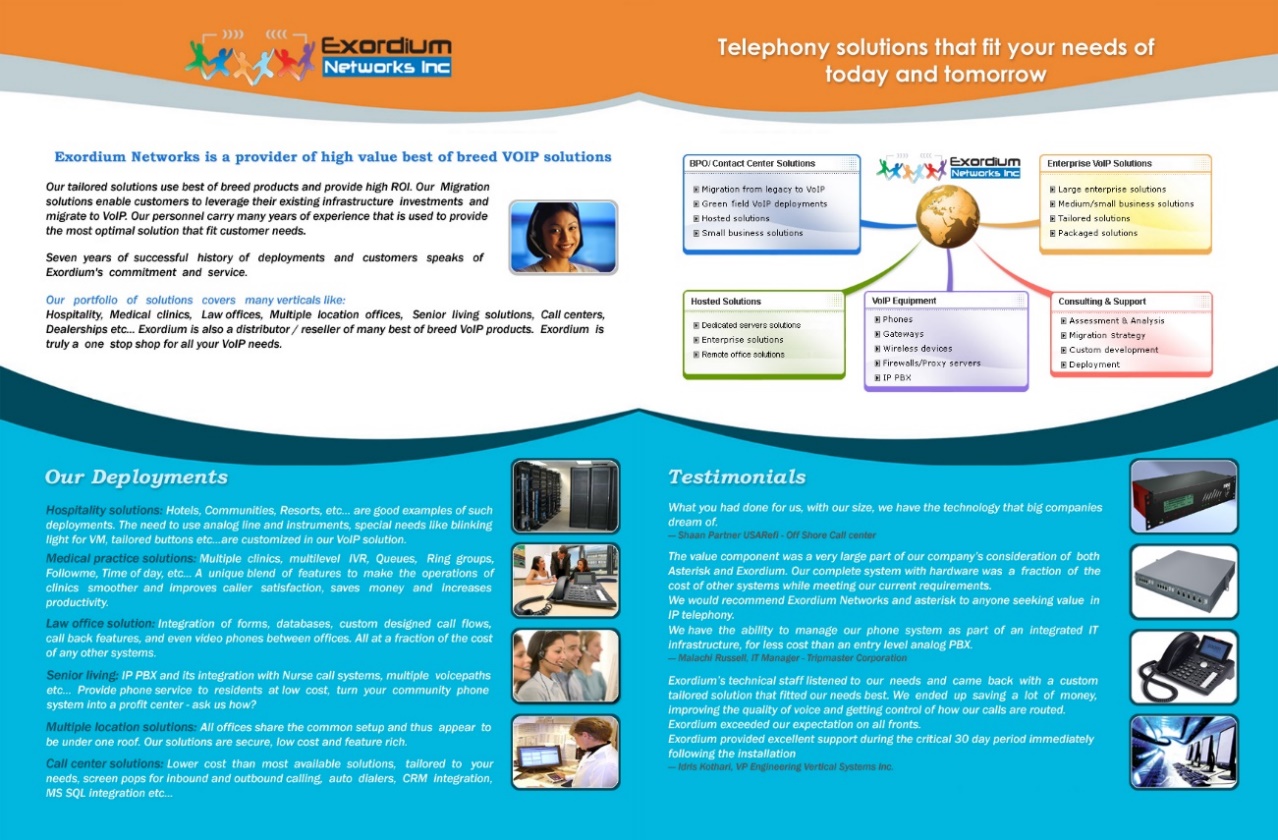
**Purpose**: The purpose is to advertise a computer program that can allow you to do more things on your computer.

**Audience**: The audience is tech-savvy individuals who know a lot of information about computers.

**Genre**: The genre is a brochure.

**Engagement**: The company is able to advertise their product and inform people of its features.

Brochure 2



**Contrast**: The brochure uses black text where there is a white background, white text where there is a blue background which allows the text to be easily read and the brochure visually pleasing. Also, the headings are a different color from the text, which allow them to stand out as well.

**Repetition**: At the bottom of the brochure, all of the headings are a deep blue while the text underneath them are white. At the top, the headings are a bright blue while the supporting text is black.

**Alignment**: All of the text is aligned to the left, and all of the pictures are aligned to the right and directly underneath/above each other.

**Proximity**: The general information of the brochure is at the top, while the more detailed information is towards the bottom of the brochure.

**Purpose**: The purpose of the brochure is to inform customers of the products and services that this company has to offer.

**Audience**: The audience that this brochure is intended for is adults.

**Genre**: The genre is a brochure.

**Engagement**: The company is able to advertise their product and inform potential customers of their services.

Brochure 3



**Contrast**: This brochure uses an array of bright and vibrant colors along with bright pink headings that allow the information to really stand out and grab your attention.

**Repetition**: The brochure uses bright pink and bolded headings with black text underneath.

**Alignment**: Majority of the graphics are aligned vertically with one another. Also, all of the text is aligned to the left of the panels and vertically aligned with the other text.

**Proximity**: The main title is at the top of the brochure, and the date, location, and general information are all on the same page.

**Purpose**: The purpose is to inform film makers or those interested in making film of an event that they will enjoy.

**Audience**: The audience is film makers or those interested in making films.

**Genre**: The genre is a brochure.

**Engagement**: The company/organization is able to advertise an event.